



S/N 09/845,051

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Sev K.H. Keil et al. Examiner: Daniel Lastra
Serial No.: 09/845,051 Group Art Unit: 3622
Filed: April 2, 2001 Docket: J140U002US00
(B01.002)
Title: SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION

INFORMATION DISCLOSURE STATEMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

In compliance with the duty imposed by 37 C.F.R. § 1.56, and in accordance with 37 C.F.R. §§ 1.97 *et. seq.*, the referenced materials are brought to the attention of the Examiner for consideration in connection with the above-identified patent application. Applicants respectfully request that this Information Disclosure Statement be entered and the documents listed on the attached Form 1449 be considered by the Examiner and made of record. Pursuant to the provisions of MPEP 609, Applicants request that a copy of the 1449 form, initialed as being considered by the Examiner, be returned to the Applicants with the next official communication.

Pursuant to 37 C.F.R. §1.97(b), it is believed that no fee or statement is required with the Information Disclosure Statement. However, if an Office Action on the merits has been mailed, the Commissioner is hereby authorized to charge the required fees to Deposit Account No. 50-3834 in order to have this Information Disclosure Statement considered. The Examiner is invited to contact the Applicants' Representative at the below-listed telephone number if there are any questions regarding this communication.

Pursuant to 37 C.F.R. 1.98(a)(2), Applicant believes that copies of cited U.S. Patents and Published Applications are no longer required to be provided to the Office. Notification of this change was provided in the United States Patent and Trademark Office OG Notices dated October 12, 2004. Thus, Applicant has not included copies of any US Patents or Published Applications cited with this submission. Should the Office require copies to be provided, Applicant respectfully requests that notice of such requirement be directed to Applicant's below-signed representative. Applicant acknowledges the requirement to submit copies of foreign patent documents and non-patent literature in accordance with 37 C.F.R. 1.98(a)(2).

Respectfully submitted,

SEV K.H. KEIL ET AL.

By their Representatives,

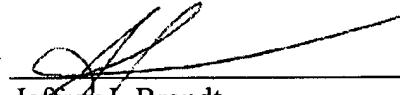
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203.438.1077

Date

5/12/2006

By



Jeffrey L. Brandt

Reg. No. 31,490

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 12 day of May, 2006.

MEREDITH MESCHER

Name



Signature

Substitute for form 1449A/PTO													
INFORMATION DISCLOSURE STATEMENT BY APPLICANT  <i>(Use as many sheets as necessary)</i>													
<i>Complete if Known</i> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Application Number</td> <td>09/845,051</td> </tr> <tr> <td>Filing Date</td> <td>April 2, 2001</td> </tr> <tr> <td>First Named Inventor</td> <td>Keil, Sev</td> </tr> <tr> <td>Art Unit</td> <td>3622</td> </tr> <tr> <td>Examiner Name</td> <td>Lastra, Daniel</td> </tr> </table>				Application Number	09/845,051	Filing Date	April 2, 2001	First Named Inventor	Keil, Sev	Art Unit	3622	Examiner Name	Lastra, Daniel
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Attorney Docket No: J140U002US00 (B01.002)													

US PATENT DOCUMENTS					
Examiner Initial *	Cite No	USP Document Number	Publication Date	Name of Patentee or Applicant of cited Document	Filing Date If Appropriate
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		US-5124911	06/02/1992	Sack, Michael C.	
		US-5974396	10/26/1999	Anderson et al.	
		US-6012051	01/02/2000	Sammon et al.	
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		US-6236978	05/22/2001	Tuzhilin	
		US-6298348	10/02/2001	Eldering	

OTHER DOCUMENTS -- NON PATENT LITERATURE DOCUMENTS		
Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		"Active Buyers Guide", Active Decisions, Inc., (2002),
		"Active Sales Assistant", Active Decisions, Inc., (2001),
		"eBranding Study: Oneline Insight & jAccenture - "What is Conjoint?"", [http://www.onelineinsight.com/ebranding/conjoint.html], (04/27/2001),
		BAJAJ, AKILESH , "A Study of Senior Information Systems Managers' Decision Models in Adopting New Computing Architectures", <u>Journal of the Association for Information Systems</u> , (June 2000),
		BAJAJ, AKILESH , "Factors Relevant to Senior Information Systems Managers' Decision to Adopt New Computing Paradigms: An Exploratory Study", [http://lost-contact.mit.edu/afs/net/project/afs32/andrew.cmu.edu/supa/wpapers/1998], (1998),
		KISLINGER, GUNTER , "Die Anwendung des Teilnutzenwertmodells in der Marktsegmentierung", <u>Karl-Franzens-Universitaet Graz (Austria)</u> , (1990),
		LAU, KIN-NAM , "Evaluating Consumer Preferences for Existing Multiattribute Products: A Non-Metric Approach", <u>College of Business Administration, North Dakota State University</u> , (1993),
		PAUL, LAUREN , "1 to 1 Marketer", [www.1to1.com/Building/CustomerRelationships/entry.jsp?REQUESTED_URL], (05/31/2001),

EXAMINER

DATE CONSIDERED